

Station WVBT-TV NORFOLK, VA. Agency () GMMB Rep Firm) PHILADELPHIA
Advertiser () OBAMA FOR AMERICA 3050 K ST NW Sales Office ()
Product BARACK OBAMA WASHINGTON, DC 20007 Salesperson () ANJIE BRADY
Estimate# 1781 Agency C/P1/P2/E 95/101/1781
Buyer Dan Nagelberg Flight Dates 09/18/2012 - 10/01/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

--- CONTRACT COMMENT ---

CLIENT: OBAMA FOR AMERICA SC=*

--- REMARKS ---

THIS IS A NEW POLITICAL ORDER
CONTRACT TOTAL IS \$24,300
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	4P-5P	STEVE WILKOS	:30	\$150.00	09/19-09/21	4	1	4	\$600.00	
	2	W-F	5P-6P	MAURY POVICH	:30	\$175.00	09/19-09/21	4	1	4	\$700.00	
	3	W-F	10P-1045P	LATE NEWS	:30	\$500.00	09/19-09/21	2	1	2	\$1,000.00	
	4	M	9P-10P	THE MOB DOCTOR	:30	\$1,200.00	09/24-10/01	1	2	2	\$2,400.00	
	5	W	8P-10P	THE X FACTOR	:30	\$1,500.00	09/19-09/26	1	2	2	\$3,000.00	
	6	TH	8P-9P	THE X FACTOR RESULTS	:30	\$1,500.00	09/20-09/27	1	2	2	\$3,000.00	
	7	TH	9P-10P	GLEE	:30	\$1,500.00	09/20-09/27	1	2	2	\$3,000.00	
	8	M-F	4P-5P	STEVE WILKOS	:30	\$150.00	09/24-09/28	5	1	5	\$750.00	
	9	M	4P-5P	STEVE WILKOS	:30	\$150.00	10/01-10/01	1	1	1	\$150.00	
	10	M-F	5P-6P	MAURY POVICH	:30	\$175.00	09/24-09/28	5	1	5	\$875.00	
	11	M	5P-6P	MAURY POVICH	:30	\$175.00	10/01-10/01	1	1	1	\$175.00	

Rep Order# 6853429 Ver# 1 Status New EC'd Yes

Traffic Order#

2 of 3

Printed: 09/19/2012 4:20 PM
Last Received: 09/18/2012 9:55 AM
Showing Buylines: All Lines

Station WVBT-TV NORFOLK, VA.
Advertiser () OBAMA FOR AMERICA
Product BARACK OBAMA
Estimate# 1781
Buyer Dan Nagelberg
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1781
Flight Dates 09/18/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	12	M-F	10P-1045P	LATE NEWS	:30	\$500.00	09/24-09/28	3	1	3	\$1,500.00	
	13	M	10P-1045P	LATE NEWS	:30	\$500.00	10/01-10/01	1	1	1	\$500.00	
	14	W-F	7A-8A	AM NEWS	:30	\$125.00	09/19-09/21	4	1	4	\$500.00	
	15	M-F	7A-8A	AM NEWS	:30	\$125.00	09/24-09/28	5	1	5	\$625.00	
	16	M	7A-8A	AM NEWS	:30	\$125.00	10/01-10/01	1	1	1	\$125.00	
	17	W-F	8A-9A	THE DAILY BUZZ	:30	\$20.00	09/19-09/21	4	1	4	\$80.00	
	18	M-F	8A-9A	THE DAILY BUZZ	:30	\$20.00	09/24-09/28	5	1	5	\$100.00	
	19	M	8A-9A	THE DAILY BUZZ	:30	\$20.00	10/01-10/01	1	1	1	\$20.00	
	20	W-F	5A-6A	RICKI LAKE	:30	\$15.00	09/19-09/21	7	1	7	\$105.00	
	21	M-F	5A-6A	RICKI LAKE	:30	\$15.00	09/24-09/28	11	1	11	\$165.00	
	22	M	5A-6A	RICKI LAKE	:30	\$15.00	10/01-10/01	2	1	2	\$30.00	
	23	W-F	12A-1230A	30 ROCK	:30	\$30.00	09/19-09/21	4	1	4	\$120.00	
	24	M-F	12A-1230A	30 ROCK	:30	\$30.00	09/24-09/28	5	1	5	\$150.00	
	25	M	12A-1230A	30 ROCK	:30	\$30.00	10/01-10/01	1	1	1	\$30.00	
	26	W-F	1230A-1A	30 ROCK	:30	\$30.00	09/19-09/21	4	1	4	\$120.00	
	27	M-F	1230A-1A	30 ROCK	:30	\$30.00	09/24-09/28	5	1	5	\$150.00	
	28	M	1230A-1A	30 ROCK	:30	\$30.00	10/01-10/01	1	1	1	\$30.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	29	SA	6P-7P	TMZ WEEKEND	:30	\$75.00	09/22-09/29	2	2	4	\$300.00	
	30	SU	1P-4P	NON-REDSKINS FOOTBALL	:30	\$4,000.00	09/23-09/23	1	1	1	\$4,000.00	

---REPORT TOTALS---

Report Totals: 99 / \$24,300.00

---SALES MONTHLY TOTALS---

Sep 12: 89 / \$22,040.00 Oct 12: 10 / \$2,260.00

Sales Totals: 99 / \$24,300.00

Station Totals: 99 / \$24,300.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$86,786	CATV 0%	WAVY 10%	WGNT 8%	WPXV 0%	WTKR 25%
		WTVZ 4%	WVBT 28%	WVEC 25%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL12, NOV11, MAY12, ENOV12
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE